

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 8

May 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Accounting Programs for Cost Accounting	Prof. Kalola Rimaben A.	Accountancy	1-3
2	Petrography of the Volcanic and Metavolcanic Rocks of Middle Siang Valley, East Siang District, Arunachal Pradesh, India	P. Bhattacharyya , T.K. Goswami, C. Teye	Applied Geology	4-8
3	Petrography and geochemistry of the host rock of sulphide mineralisation in Potin area, Subansiri district, Arunachal Pradesh, India	P. Bhattacharyya , B.K. Tamuli, D. Majumdar	Applied Geology	9-13
4	Better Work Environment for Small Scale Industries in Developing Countries	Tapan Kumar Majumdar	Architecture	14-15
5	Generation of Bioelectricity from Waste water and Cow's urine	H.Vignesh, Hema Kalai Rani	Biotechnology	16-19
6	Constraints in Grapes Production: An Experience of Tamil Nadu Grapes Growers	Mr. Suresh. G, Dr. S. Krishnamurthy	Commerce	20-22
7	Determinants Of Dividend – A Study With Reference to Selected Companies in India	Dr.M.N.Periasamy	Commerce	23-26
8	Coffee Consumption in India: An Exploratory Study	Shri Arvind A. Dhond	Commerce	27-29
9	A Study on Impact of Women of Self Help GROUPs	D. Bhuvana	Commerce	30-31
10	Impact Of Micro Finance Through Shg-Bank Linkage Programme In Salem District, Tamilnadu	Dr. M. Sumathy, E. Nixon Amirtharaj	Commerce	32-33
11	“A Study On Job Stress With Special Reference To Textile Industries In Tirupur”	DR.M. DHANABHAKYAM , T.SUMATHI	Commerce	34-37
12	The Role of Individual Enterprise and Entrepreneurship in The Economic Development of India, Challenges and Opportunities	A.K.Chandra, B.P.Singh, V.S. Negi	Commerce	38-40
13	Customer Preferences And Attitudes Towards Maruti Cars In Pollachi Taluk	N. MANOHARAN, Dr. R. GANAPATHI	Commerce	41-45
14	(Disaster Management in India : An overview)	Dr. Pawar Ashok S. , Dr. Sunita J. Rathod , Shri. Budhwant R.G.	Economics	46-48
15	Economic condition of Banjara and Vanjari communities in India :An overview	Dr. Pawar Ashok S. , Dr.Rathod Sunita J. , Tidke Atish S.	Economics	49-51
16	(Rajshri Shahu Maharajache Shikshan Sarvatrikaran v Stri Sabalikaran Vishayak Drastikon)	Dr. Pawar Ashok S., Dr. Sunita J. Rathod ,Dr. Vishal Tayade	Economics	52-53
17	“Problems Of Self Help Group Members In Bidar District Of Karnataka”	DR.SANGAPPA V. MAMANSHETTY	Economics	54-56
18	The Role of Private And Public Sectors: An Analysis of Methodological Steps In Understanding Growth Cycles	Dr. Shivsharanappa Dhaba	Economics	57-59
19	“Reforms, Incidence Of Poverty And Employment In India”	Dr. Devraj G. Garvit	Economics	60-62
20	An Innovative Teaching Module to Enhance The Knowledge In Grammar Among The High School Students Of Palghat District	Elsamma Sebastian	Education	63-64
21	Construction of a web course material and evaluating its performance vis a vis conventional approach towards learning: a pilot study	Ms. Sreetanuka Nath	Education	65-67

22	Academic Achievement In Relation to Time Perception and Coping Styles	Dr. D. Hassan, Dr. V. Tulasi Das	Education	68-71
23	Use Of E-Resources to Enhance Performance by the Student-Teachers	Dr. S. K. Panneer Selvam	Education	72-74
24	Studies on The Removal of Blue 4 Dye from Textile Effluents Using Cotton Stem	N. Prasanna, Renjitha Saji , S. Bhuvaneswari ,A. Priya	Engineering	75-77
25	Implementation of Self controlled Arbiter for High Speed Communication in on-chip	Kaushik Mukherjee, A.Ch. Sudhir , Dr. B Prabhakara Raob	Engineering	78-82
26	Rate Sequence Space (S2) π	B. Sivaraman , K. Chandrasekhara Rao , K. Vairamanickam Vairamanickam	Engineering	83-84
27	The Asphalt in The Hot And Cold Areas	Eng. Nasr Ahmad, Prof.Dr. Eng. Mihai Iliescu	Engineering	85-86
28	Corrective Measures to Reduce Physical Work Strain of Dairy Farming	Vinay Deepa, Sharma Suneeta	Ergonomics	87-89
29	Rural Women in Transition: A Case of Women Entrepreneurs	Varinder Randhawa , Ritu Mittal, Parul Gupta	Home Science	90-93
30	Nutritional Status and Impact of Functional Food Supplement on the Performance of Athletes	Uma Mageshwari.S , Mary Jenefer Sharmila.P	Home Science	94-96
31	Effective HRM for Global Competitiveness	Dr Mahalaxmi Krishnan	Human Resource Management	97-100
32	Role of Materials in English Language Teaching and Learning	Dr. Wajahat Hussain	Literature	101-102
33	Expatriate Women in The Fiction of Ruth Praver Jhabvala	P. Mohanapriya	Literature	103-104
34	Prakruti Pariyavaran and Sahitya	Dr. Sanjay Rathod	Literature	105
35	Samkalin Hindi Kavita me Manviya Jivan ke Badalte	Dr. Sanjay Rathod	Literature	106-107
36	A Servant Turned an Administrator: A Study of Naikar's Kanakadasa: The Golden Servant	Ashok Hulibandi	Literature	108-110
37	A Study on Metacognitive Strategy in Terms of Reading Comprehension of Post Graduate English Literature Students	J.P.Vandhana, T.Sakthivel	Literature	111-112
38	The Psychic Patterns In The Protagonist Of Bharati Mukherjee's Wife.	B. Kalidoss, Dr. S.Kanakaraj,	Literature	113-114
39	Integrating action research paradigm into decision making -An investigation of an action research model	Haresh B. Barot	Management	115-117
40	A Study on Green Marketing Mix Towards Green Products	Urmila Vikas Patil	Management	118-120
41	Viral Marketing – Is It A Mirage or Reality?	Dr. Viral Shilu	Management	121-122
42	Evaluation of Mandura Bhasma with & without Triphala Churna in Management Of 'Panduroga'	Dr.D.Anuradha, Dr. M.Srinivasulu	Management	123-125
43	A Conceptual Overview of Value Creation in Business Relationships	Abhishek Pande	Management	126-127
44	Plight of Women Entrepreneurs: A Diagnostic Study	Anuradha Averineni	Management	128-130
45	"Profitability Analysis Of Merger Textile Companies In India During Pre And Post-Merger Periods"	Dr. M. Dhanabhakym ,R.Umadevi	Management	131-133

46	Impact Of Ngo's On Rural Marketing	R. DURGA RANI,Dr. R. GANAPATHI	Management	134-135
47	Status Of Mutual Fund In India	D. JAYANTHI,Dr. R. GANAPATHI,	Management	136-138
48	A Study on "The relevance of Human Resource Accounting in the Present Scenario"	Dr.Giridhar K.V. , Krupa V.D.	Management	139-140
49	Customers Attitude Towards Domestic Air Conditioners With Reference To Lg	M. LAKSHMI PRIYA, Dr. R. GANAPATHI,	Management	141-149
50	Interaction of Gender and Sexual Appeal on Effect of TV Advertisements	P. Shanthi, Dr. S. Thiagarajan	Marketing	150-151
51	Study on Dislike towards TV advertisements – An empirical Evidence	Ruhani Mahajan, Sahil Goyal	Marketing	152-154
52	Emotions: Ace Tool For Marketing	Ashish Nathwani	Marketing	155-157
53	Comparison of Fluticasone propionate with Beclomethasone dipropionate in patients of Bronchial asthma"	RAMAKRISHNA GHUBDE, ARCHANA SHEKOKAR	Medical Science	158-160
54	A study of incidence and risk factors for neonatal systemic candidiasis	Dr Sheila Aiyer, Dr Pareshkumar A. Thakkar, Dr. Komal K. Patel, Dr. Kaushik A. Mehta	Medical Science	161-163
55	Pharmacoeconomic appraisal of antimicrobial utilization in a medical college hospital	Dr. Parveen Kumar Sharma, Dr. Rekha Bansal	Medical Science	164-166
56	Various aspects of antimicrobial utilization in OPD of a medical college hospital	Dr. Parveen Kumar Sharma, Dr. Rekha Bansal	Medical Science	167-168
57	Subjective well Being and Job Satisfaction Among Survivors of Economic Downturn	Vijaya. R, M. Y. Manjula	Psychology	169-172
58	Knowledge of Mothers About Nutrition of Child Under Five Years of Age	Dr.K.Jothy, Ms.S.Kalaiselvi	Social Sciences	173-175
59	Geriatric in India and Their Right to Health	Minni K. T.	Sociology	176-177



Impact Of Ngo's On Rural Marketing

* R. DURGA RANI ** Dr. R. GANAPATHI

* Department of Management Studies, Jeppiaar Engineering College, Chennai.

** Assistant Professor in Commerce, Alagappa University, Tamil Nadu.

ABSTRACT

India is a country having more than 70% of its population residing in rural areas depending mostly on agriculture and allied activities. The people in rural areas have to go for urban areas or semi-urban areas for getting majority of the products which are frequently used in their day to day use. It is miserable to stay in many villages where there is no medical shop. Even for emergencies they have to travel at least six or seven kilometers. This is the situation in almost all parts of the country. The rural public contributes more income to the country in various ways. Though there is potential for marketing of products, the manufacturers and marketers concentrate very less in rural areas. They mostly concentrate in urban areas than in rural areas. At present the potentiality in rural areas is felt by all manufacturers. The rural marketing gives more volume of sales to many products. The NGOs play vital role in rural marketing. They arrange various awareness programmes to all villages. They approach the marketing departments and explain the situation. They themselves establish some centers for marketing various types of domestic products at reasonable rates. Further they initiate the villagers to promote business houses and many trading concerns. They even arrange financial assistance through the regional banks to establish business and even for working capital. The NGOs in rural areas face many problems in their services and in their initiatives relating to rural marketing. In many areas their services are misunderstood by the people. In many villages due to lack of education even the young people hesitate to accept the initiatives of the NGOs. In this article the researchers tries to analyze problems in rural marketing and find out the reasons for the issues and suggest the remedial measures for solving the problems.

Keywords :

INTRODUCTION

The revolution, evolution, civilization, science and technology have brought in tremendous changes in every field, narrowing the generation gap to a greater extent. The age old systems can work no more these days for the people could develop their rationalization capacity through education, experience and other media and update themselves with ever changing trends. In our country, more than 70 per cent of the populations are living in rural areas with agriculture as their main occupation. The agricultural and non-agricultural sectors are two major unorganized production areas existing in our country. It is very important to study the existing marketing conditions in rural markets and how the co-existence of private and public sector help carryout their marketing activities. We cannot ignore rural marketing for it is a must for our social wealth and for our national development.

The rural market is highly unorganized and the private sector mostly controls the rural markets. The governments had been taking various steps to organize and control the rural markets over the decades but they are not that effective. The private sector organizations have been playing an autonomous role over the years. In order to overcome the evils of existing system of rural marketing, a better alternative is NGO's role.

India's rural market is characterized by its vast spread over 6,38,365 villages with a total population exceeding 741 million. Indeed, some companies have traditionally focused on the rural market. Some major business categories, such as fabric wash, personal wash and beverages, already get over 50 per cent of their sales from rural areas. Trends indicate that the rural markets are coming up in a big way and growing twice as fast as the urban market.

The genesis of voluntary work in every society is the need

felt by individual members and groups to help the community. There has been a paradigm shift in recent years in the approach of voluntary organizations from relief and welfare to development actions.

CONCEPT OF RURAL MARKETING

A silent revolution in sweeping the Indian country side. It has compelled marketing whiz kids to go rural. The marketing battle field has shifted from the urban to rural. The changing times clearly necessitate an overhaul of marketing strategies for marketers wanting to benefit from rising rural consumerisation. The term "Rural Marketing" which was earlier used as an umbrella term to refer all commercial transactions of rural people, acquired a separate incoming of great significance in 1990's. Rural marketing can be defined as a function which managers all those activities involved in assessing, stimulating and converting the purchasing power into an effective demand for specific products and service and moving them to the people in rural area to create satisfaction and a standard of living to them and thereby achieves the goals of the organizations. It is true that rural markets have become an attractive proposition for commercial business organizations.

TABLE 1: PERCENTAGE DISTRIBUTION OF HOUSEHOLDS, POPULATION AND INCOME

AREA	HOUSEHOLD (%)	POPULATION (%)	INCOME (%)
Rural	72.6	74.1	55.6
Urban	27.4	25.9	44.4
All India	100.0	100.0	100.0

Source: MIMAP – Micro Impact of Macro and Adjustment policies

The role of rural marketing as such is more developmental than transactional. It is more a process of delivering better

standard of living and quality of life to the rural development. Rural marketing process is both a catalyst as well as out come of the general rural development process. Initiation and management of social and economic change in the rural sector is the core of the rural marketing process.

CHALLENGES IN RURAL MARKETING SYSTEM

In the current scenario, there prevails fast-buck culture in every market. Only money is the prime object of the businessmen and business women ignoring the social and ethical values. Business people go to any extent to make money by hook or crook. Causing a great damage to the society and environment. This attitude of the business people trends to rise doubt and unbelievable atmosphere among the customers in any market alternatives to streamline the rural markets for the betterment of the producer, consumer and the government.

1. Not even 5 per cent produces are directly sold out to the ultimate customers in this system.
2. The retailers who sell the commodities directly to the consumers after charging their share of profit and blame the people above them in the chain of distribution system for any defect or rise in price of products.
3. Producers sell their produces to the wholesalers who sells them to the retailer with own share of profit and retailer reaches the products to the ultimate consumer charging his share of profit.
4. Occasionally the consumers directly purchase from the wholesaler ignoring the other intermediaries in the chain of distribution. In this method of purchasing the consumer buy the products comparably at a cheaper rate.
5. The agents assemble and distribute the rural products to the wholesalers and agricultural industries on commission basis and also rarely to the consumers. The agents keep learning about the market demand and supply and accordingly deal with price fixation of the products of their own choice.
6. In this channel we find more intermediaries in between the producers and consumers, charging their share of profit and ultimately selling at a very high price and
7. In order to safeguard the economical well being of the farmers the government purchase farm produces from the farmers and distributes them under public distribution system. The farmers and consumers are benefited to some extent under this system of distribution.

ROLE OF NGO'S IN RURAL MARKETING

Especially in the Indian rural scenario the NGO's have demonstrated a capacity to bridge the manufacturers and consumers. The NGO's can be more effective than either private profit oriented organizations or government agencies in the view of rural marketing. The rural poor, with the intermediation of voluntary organizations join together for self help group to secure better economic growth. The SHG is a viable alternative to achieve the objectives of rural marketing and to get community participation in all rural marketing programmes.

SHGs ROLE

A Self Help Group is a team consists of 15-25 voluntarily associated women members, which includes a president, a secretary and a treasurer. Thousands of SHGs are organized in villages and functioning with the guidance of non-government organizations all over India. They often meet and discuss about various plans, issues and the necessary ways and means to accomplish their projects. They mobilize fund both internal and external sources to execute their plans and programmes on time. The SHGs use this fund for cultivation, poultry and dairy and for other income generating activities.

Social, political, economical and ethical issues of the society.

Today, in our country an estimated 20,000 NGOs are registered with the Union Home Ministry and qualified to receive foreign funds as per FCRA. For them it seems to be difficult to locate sources for continuous flow of funds to run their programmes. Hence, NGOs constitute State level, national level and international level forms concentrating on one or more social issues and working beyond the boundaries. As they could not raise funds from internal and external sources for very many reasons they need to change their activities for their sustenance.

These days NGOs have better rapport with people at grass root level and they could influence the people to take decision in regard to their social, economical, political, environmental and other issues. Nowadays the UN, the World Bank and the IMF recognize the NGOs and consult them for implementing their policies and schemes at different levels.

CURRENT SCENARIO

In the current scenario some NGOs play more than one role. They work as public service contractors, collaborator of the Governments and the private corporate sector, a social innovator. Profit making is not at aim of the NGOs but to serve the society for its betterment. The NGOs can hopefully bring in better future for all of rural households.

ADVANTAGES OF NGO'S

I. SOCIAL ADVANTAGES

1. It is people's movement and it ensures greater team spirit, unity and integrity among the people reassuring the heritage of our nation giving no room for diversity at any cost.
2. It converts the unproductive rural youth into productive forces.
3. It is a solution for the problems of unemployment and under employment.
4. It helps to attain the stage of self sufficiency in food and other important commodities.
5. It stops migration of rural youth towards urban areas in search of employment for their survival in this competitive world.

II. ECONOMICAL ADVANTAGES

1. It enables the people to earn more money and increase the saving capacity and purchasing power.
2. It ensures fair price for the produces.
3. It directly and indirectly increases the inflow of money giving positive impact on per capita income.
4. It ensures equal income distribution and payment of tax leading to more income for the government to utilize for more social activities.
5. The banking institutions would work better in rural areas generating more income and providing more loans and other financial services to rural people.
6. Marketing of non-farm products at a cheaper rate is possible.

CONCLUSION

For the betterment of the society we can bring in a change in the existing system but we should not go for a change for sake of change. It is certain that NGOs with the organized self-help group (SHG) are going to revamp the entire rural marketing system in the near future. NGOs can function very well with the internal fund and to extend social welfare practice to greater extent. They serve as a watch dog to alarm us when any unethical and social evil try to creep in. It would certainly work well like a multinational private company Amway which could work all over the world with the system of MLM (Multi Level Marketing). It is certain that the NGOs are to play an important role in Rural Marketing in the years to come.



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in